



NESTLÉ DOCTOR WHO CHOCOLATE 1975 PROMOTION

Following on from their successful 1971 promotion and with a Jon Pertwee having regenerated into Tom Baker, Nestlé decided to update their Doctor Who chocolate bars with a new wrapper in 1975.

Rather than featuring a multi-part adventure story as they had done on their previous wrappers, the new bars sported a set of six biographies about major characters in the series. These were of The Doctor, Sarah Jane Smith, Harry Sullivan, The Brigadier, Warrant Officer Benton (who loves children and stray dogs, apparently!) and the TARDIS.

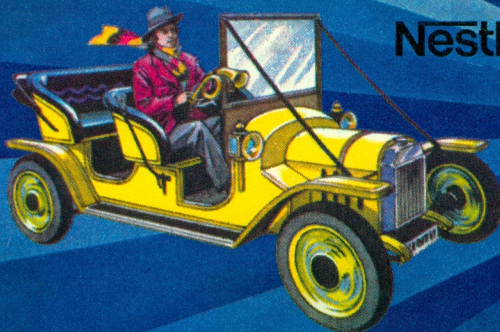
The front of the wrapper showed the new Doctor Who logo that had first appeared at the start of Season 11 along with the Fourth Doctor in Bessie. The car had its number plate suitably blurred to prevent any further complaints from the owner of the real WHO 1 licence plate.

The chocolate bars, now costing 6p, once again came packed in promotional boxes of 48, which could fold into a colourful counter display. Bars could also be purchased in packs of four, wrapped in clear cellophane.

With thanks to Nestlé UK Ltd and Phillip Bhullar

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**DOCTOR
WHO**
MILK CHOCOLATE

DOCTOR WHO

After his adventures on the "Planet of the Spiders", the Doctor was again rejuvenated with a different personality. His clothes are untidy – even gypsy looking – a long knitted scarf and wide brimmed hat. The new Doctor has a mischievous sense of humour, but in times of crisis he can still be stern and forbidding and we never doubt that the Doctor is pledged to fight evil and injustice throughout the Universe.

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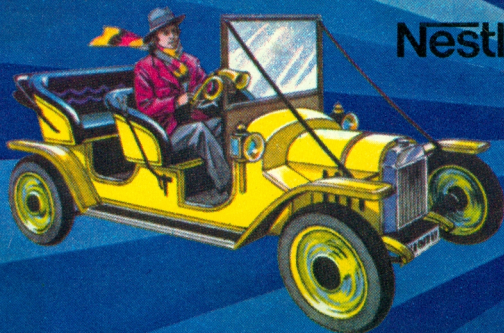

REGISTERED TRADE MARK

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SARAH JANE SMITH

Sarah is a young journalist who first appeared in the story "The Time Warrior". Since then she has become the Doctor's constant companion. Sarah often takes matters into her own hands and lands up in nasty situations from which the Doctor is forced to rescue her. Despite this it is obvious the Doctor has a very high regard for her and she is very fond of him.

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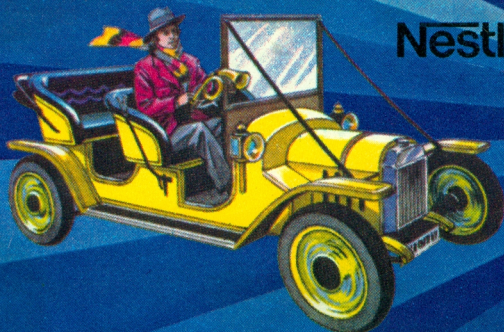
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DOCTOR WHO

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SURGEON LT. HARRY SULLIVAN R.N.

Harry is a young naval doctor seconded to UNIT, who was placed in charge of the Doctor when he emerged from his period of rejuvenation. Harry didn't believe that the Tardis could travel through time and space and so the Doctor took him on a short trip with Sarah. Unfortunately, the three of them became separated from the Tardis and Harry was forced to accompany the Doctor through several adventures in space.

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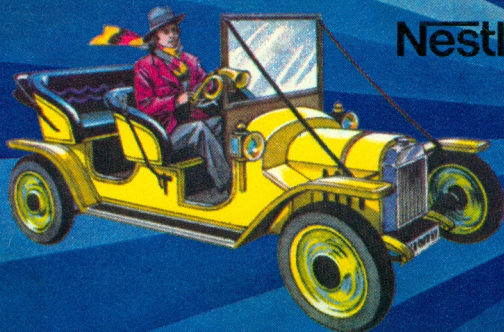
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DOCTOR WHO

MILK CHOCOLATE

BRIGADIER LETHBRIDGE STEWART

The letters UNIT stand for United Nations Intelligence Taskforce, a special international army of soldiers and scientists. The man in charge of Britain's branch of UNIT is Brigadier Alistair Lethbridge Stewart. He comes from a very old military family. He had a rigid and conventional upbringing, and is often surprised by the Doctor's unconventional way of going about things.

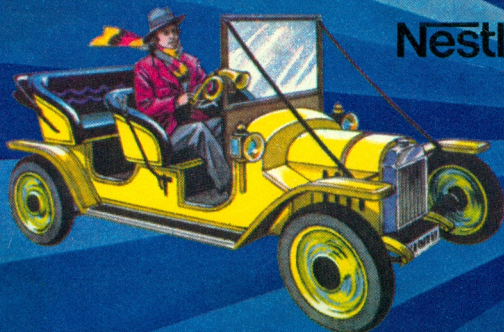
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WARRANT OFFICER BENTON

Warrant Officer Benton serves in UNIT under Brigadier Lethbridge Stewart. He started in the series as Sergeant Benton but has now been promoted. Benton is a highly trained soldier and fearless in battle. At the same time he is really very friendly, he loves children and stray dogs.

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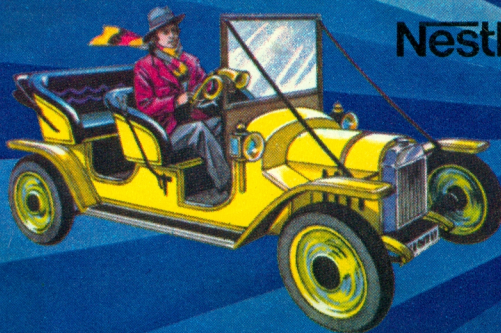
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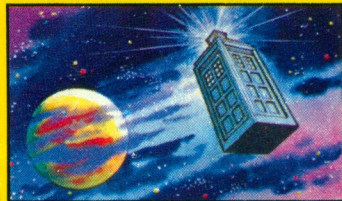
THE TARDIS

The letters T.A.R.D.I.S. stand for Time And Relative Dimensions In Space. Since the Tardis is a time and space vehicle of advanced design, it should be able to change itself to look like something familiar wherever it lands. On its first trip, which was to London, it looked like a London Police Box. Unfortunately, something went wrong and it was never able to change again.

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48 STANDARD BARS

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6p
VAT INC.

584

USE LOWEST STAMPED NUMBER FIRST

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